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Election  
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JUL 16 2003

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of

Applicant : Hager et al.  
Serial No. : 09/771,362  
Filed : January 26, 2001  
Title : CONSUMER SHOPPING TOOL TO AUGMENT RETAIL SALES  
Docket : 444800-032  
Examiner : Rodriguez, Ruth C.  
Art Unit : 3677

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

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**ELECTION**

In response to the Office Action dated June 12, 2003, applicant respectfully elects invention I, claims 1-4 being readable thereon, without traverse.

Respectfully submitted,

Date: 7/16/2003

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PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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		Application Number	09/771,362
		Filing Date	01/26/2001
		First Named Inventor	Jonathan M. Hager
		Group Art Unit	3677
		Examiner Name	Ruth C. Rodriguez
Total Number of Pages in This Submission	2	Attorney Docket Number	444800-032

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### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Thompson Hine LLP 2000 Courthouse Plaza NE, 10 West Second Street Dayton, Ohio 45402-1758
Signature	
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Signature		Date	7/10/2003

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